ABSTRACT

A technique is disclosed involving embedding plural differing digital watermarks into one type of input moving image data, creating plural moving image data series, encoding the created moving image data series, generating a new moving image data series from the moving image data series based on addition ID information, and transferring the new moving image data series or transmitting the same via a network. At a reception side, the data series is decoded/reproduced, the reproduced image data are divided into plural regions, and a digital watermark is detected for each of the divided regions so that the addition ID information may be detected.